

MONEY ATTITUDE AMONG PROFESSIONAL STUDENTS

MAMTA SHARMA¹, ANJANA SHARMA² & VANDANA MITTAL³

¹HOD, Department of Humanities, Hindustan College of Science & Technology, Farah, Mathura, Uttar Pradesh, India

^{2,3}Assistant Professor, Department of Humanities, Hindustan College of Science & Technology,
Farah, Mathura, Uttar Pradesh, India

ABSTRACT

Money attitudes play a pivotal role in the lives of emerging adults as they finish secondary school, begin leaving home, prepare to manage their own homes, and start their own families. Despite its potential importance, money attitudes and their relationships to financial behaviors have remained relatively unexplored in family scholarship, even in the social psychology literature which has extensive attitude-behavior research. The purpose of this paper is to explore dimensions in money attitude among professional students. Sample consisted of 500 (300 engineering and 200 management) students and data were collected by using questionnaire of money attitude based on Yamauchi & Templer money attitude scale (Likert's five point scale). Sample was selected from different Engineering and Management Colleges of Agra city. After scoring, results indicate that professional students view money as a tool of power, use money to either impress or dominate people and money is regarded as a source of anxiety as well as a source of protection from anxiety.

KEYWORDS: Potential Importance, Explore Dimensions

INTRODUCTION

Studies of financial issues revealed that attitude to money play an important role in determining a person's financial management and level of financial well being (Joo and Grable, 2004). Money attitudes play a pivotal role in the lives of emerging adults as they finish secondary school, begin leaving home, prepare to manage their own homes, and start their own families. They enter a time of life that is not just "a brief period of transition into adult roles but [is] a distinct period of the life course, characterized by change and exploration of possible life directions" (Arnett, 2000, p. 469). For most youth from industrialized counties, the late teens to mid 20's are times of profound change and importance. Attitudes towards money and the meaning of money have also become important topics for research in the area of economic and consumer psychology (Tang, 1995). A number of studies have reported that there is a relationship between money attitudes and level of financial problems (Hayhoe & Wilhelm, 1998; Lea et al, 1995; Lim, Teo & Loo, 2003; Tokunaga, 1993) and financial satisfaction (Tang, 1995; Wilhelm, Varcoe, & Fridrich, 1993) in adults. A notable exception is the applied work of the advertising and marketing industry. This industry has become increasingly sophisticated and aggressive in their solicitations on college campuses because new college students tend to be particularly susceptible to credit card marketing scheme (Hayhoe, Leach, Allen, & Edwards 2005). This research represented an opportunity to learn about money attitudes as a precursor to money behavior. Because certain money attitudes may signal deleterious money behavior that arise in adolescents or emerging adults, parents can observe indicators of such behavior and forestall anguish in their child's life by influencing and encouraging their child to adopt healthy money behaviour.

Tsai's (2008) research pointed out that different individual and family factors have different effects on the money attitude and spending behaviors of teenagers, showing also a correlation among peer relationship, money attitude and the spending behaviors of teenagers, and that consumer behaviors render some predictive power over individual and family factors, peer relationship and money attitude. Therefore, the differences in money attitude often result from the influences of the family, peers and the environment. Different backgrounds will also generate different views on money, which will in turn exert certain influences on personality development.

The present study considers the following objective:

- To explore money attitude (labeled: Power, Retention and anxiety) among professional students.
- To examine relationship among Power and prestige, Retention and Anxiety

RESEARCH METHODOLOGY

The primary data was collected through a questionnaire of money attitude based on Yamauchi & Templer money attitude scale (Likert's five point scale).

Sample

The survey methodology was used to explore the money attitude 500 students (300 engineering students and 200 management students) from Engineering and Management Colleges of Agra were selected for the study.

Tool

For the purpose of survey, a questionnaire of money attitude was prepared. A 12-item questionnaire was developed, consisting three money attitude factors: power-prestige, retention time and distrust/anxiety. The computed Cronbach alpha score is 0.791.

RESULTS AND DISCUSSIONS

The objective of the study was to explore money attitude among professional students. The data was analyzed by using simple statistics. The results are presented in following table

Table 1: Mean and SD Scores of Money Attitude among Professional Students

Dimension of Money Attitude	Engineering Students (N=300)	Management students (N=200)	Total Money Attitude Score
Power	15.64 (2.71)	16.51 (2.19)	16.12 (2.45)
Anxiety	11.42 (3.17)	12.40 (2.84)	11.90 (3.00)
Retention	10.14 (2.91)	11.77 (2.88)	10.95 (2.89)

The results indicate that professional students scored higher (M=16.12) in power dimension, which shows that they view money as a tool of power, use money to either impress or dominate people (Goldberg and Lewis, 1978). They exhibit their social power by buying material goods. Status consumption and accumulation of materialistic goods allow them to feel socially powerful. Roberts and Jones (2001) described power dimension as "status consumption". Crump (1981) also visualized money as a symbolic system that permits individuals to convert money into whatever "sacred symbols" it chooses.

Marketers can portray money's symbolism and power in the way lifestyles and possessions are featured (i.e., positioned) according to those who possess the money to live such lifestyles. These portrayals can serve as motivators for consumers to buy certain products as money contributes to the development and identification of the self (Doyle, 1999). Money permits one to attain not only status and possessions but power and control of others. In anxiety dimension the mean score is 11.90, which shows that it received less importance than power. Money is regarded as a source of anxiety as well as a source of protection from anxiety (Yamauchi & Templer, 1982). Lack of money perceived as a threat leading to more anxiety and depression. DeSarbo and Edwards (1996) found that person who views money as a source of anxiety repeatedly shop and spend money to reduce anxiety.

Table 2: Correlations for all Pairs of Data Series (Method=Pearson)

	Power	Retention	Anxiety
Power	1	-0.017	0.233
Retention	-0.017	1	0.202
Anxiety	0.233	0.202	1

The result indicates that among all the dimensions of money attitude labeled: power and prestige, retention and anxiety Pearson's moment methods declare that power and prestige is positively related with anxiety while has very weak negative relation with retention.

CONCLUSIONS AND SUGGESTION

The paper concludes that professional students view money as a tool of power, use money to either impress or dominate people. Anxiety received less importance than power. Money is regarded as a source of anxiety as well as a source of protection from anxiety. "Anxiety" is also linked to feelings of regret after having or not having done something. Problems in financial matters can occur because people who score high on "Anxiety" are prone to withdrawing from actions they have taken. This indicates that "Anxiety" comprises two features which are difficult to manage in financial areas: procrastination and unstable preferences.

Existing research suggests that those students who are likely to use money as a tool of power are likely to acquire material goods to demonstrate their social power. Students who scored high on the power dimension regarding money view money instrumentally as a means to influence and impress others and as a statement of their success. These students can use money for material acquisitions. Materialism represents the belief in the importance of material for one's identity, goals, and purpose in life and money enables one to fulfill materialistic impulses. There is anxiety over parting with money and the fear over being cheated, and on the other hand there is the enjoyment of holding money, tracking it, and perhaps watching it grow.

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